Margaret Davis

English

**Subject Content**: English, 90 minutes

**Grade Levels:**  High School (24 students in class)

**Topic**: Combining Persuasive Writing Techniques with Advertising

**Title of Lesson**: “Create-a-Commercial”

**Instructional Objectives**: The student will create a response to an informational text through written works and oral presentation (E2.2.4.) The student will organize written works using models and outlines (E2-4.1.) The student will create descriptive pieces that use sensory images and vivid word choice (E2-5.3.) The student will create technical pieces that use clear and precise language suitable for the purpose and audience (E2-5.5.)

**Purpose:** Students will collaborate in small groups and create a commercial for a fictional international cuisine restaurant. They will use persuasive writing techniques in order to “sell” their menu items and restaurant. Menus will cover four ethnic food varieties so students will be exposed to different cultural foods. The lesson demonstrates the students’ ability to work collaboratively, employ persuasive writing techniques, learn about cultures different than their own, design informational texts, and incorporate visual multimedia into a group project.

**Procedures**:

Method: Procedural Writing, Persuasive Writing, Dramatic Interpretation, Small Group Work

*Introduction*:

* Teacher gives each student the **Persuasive Writing** handout on overhead and gives mini-lesson on how persuasive techniques are used in writing and advertising. (20 min.)
* Teacher will pass out the **Persuasive Techniques** handout to students and read each technique aloud. (5 min.)
* Teacher will pass out the **Persuasive Ads** handout, read directions, and then play the commercials one at a time, pausing between each to help identify the persuasive techniques used. (15 min.)

Total: (40 min.)

*Development:*

* Teacher will then divide the students into six groups of four, and pass out the **Create-a-Commercial** handout, and explain the directions. (Students will be allowed to choose who covers what cuisine type within their groups.) (5 min.)
* While students are in their groups, teacher will put the vocabulary up on the SmartBoard from the Write-a-Recipe handout from previous lesson so students have a word bank.
* Students will meet with their group members and begin planning their activity. As students are working, teacher will visit each group, monitoring progress. (15 min.)

Total: (20 min.)

*Closure:*

* Teacher will allocate each group to a different area of the room in order to practice acting out their commercial. Teacher will visit each group to monitor progress. (15 min.)
* Teacher asks students to go back to their original seats and be the audience while students present their commercials! (15 min.)

Total: (30 min.)

Total Lesson Time: (90 min.)

**Materials**:

Smartboard for writing and projecting handouts and playing video links

Video Links for Commercials:

1.Cinco’s Mexican Restaurant: *http://www.safeshare.tv/w/mCEjwGSlMV*

2. DaVinci Italian Restaurant: *http://www.safeshare.tv/w/mFeArlpSYi*

3.Hot Rods ‘50’s Diner: *http://www.safeshare.tv/w/jdNqhgSGdz*

4. YuFuin Japanese Restaurant: *http://www.safeshare.tv/w/jCilsEazsA*

Recipes:

Mexican Recipes:

Appetizer: 5 Layer Dip: <http://www.foodnetwork.com/recipes/ellie-krieger/five-layer-mexican->dip-recipe/index.html

Main Course (meat): <http://www.foodnetwork.com/recipes/guy-fieri/beef-tacos-> recipe/index.html

Main Course (vegetarian): http://www.foodnetwork.com/recipes/guy-fieri/roasted-corn-quesadillas-recipe/index.html

Dessert: Rice Pudding: <http://www.foodnetwork.com/recipes/marcela-valladolid/mexican-rice-pudding-arroz-con-leche-recipe/index.html>

Italian Recipes:

Appetizer: Italian Wedding Soup: http://www.foodnetwork.com/recipes/giada-de-laurentiis/italian-wedding-soup-recipe/index.html

Main Course (meat): http://www.foodnetwork.com/recipes/italian-sausage-lasagna-recipe/index.html

Main Course (vegetarian): Grilled Veggie Pizza: http://www.foodnetwork.com/recipes/paula-deen/grilled-veggie-pizza-recipe/index.html

Dessert:Lime Italian Ice: http://www.foodnetwork.com/recipes/sunny-anderson/lime-italian-ice-recipe/index.html

American Recipes:

Appetizer: Chicken Tenders: http://www.foodnetwork.com/recipes/neelys/tonys-chicken-tenders-with-honey-mustard-sauce-recipe/index.html

Main Course (meat): Philly Burger: http://www.foodnetwork.com/recipes/bobby-flay/philly-burger-recipe/index.html

Main Course (vegetarian): Grilled Cheese Sandwich: http://www.foodnetwork.com/recipes/ellie-krieger/sweet-and-spicy-grilled-cheese-sandwiches-recipe/index.html

Dessert: Banana Split: http://www.foodnetwork.com/recipes/rachael-ray/banana-split-recipe/index.html

Japanese Recipes:

Appetizer: Miso Soup: http://www.foodnetwork.com/recipes/emeril-lagasse/emerils-favorite-miso-soup-recipe/index.html

Main Course (meat): Hibachi Steak: http://www.foodnetwork.com/recipes/sandra-lee/hibachi-steak-recipe/index.html

Main Course (vegetarian): Vegetarian Sushi: http://www.foodnetwork.com/recipes/masaharu-morimoto/vegetable-sushi-recipe/index.html

Dessert:Mochi: http://www.foodnetwork.com/recipes/crispy-warm-sesame-mochi-with-xo-caramel-recipe/index.html

Write a Receipt handout (vocabulary portion)

Persuasive Writing handouts (3)

Commercial handouts (2)

**Evaluation**:

*During:*

Students are focused and engaged, during listening and group work (i.e. not sleeping, on cell phone, doing other class work, etc.) +Participation

*After:*

Students engage in group assignment and demonstration. Student turns in their Persuasive Handout and performs their role in Commercial. +5 points (handout) +5 points (commercial)

Total: Check for Participation, +10 points (handout, commercial)

What is Persuasive Writing?

Definition: The primary purpose of persuasive writing is to give an opinion and try to

influence the reader’s way of thinking with supporting evidence.

|  |  |
| --- | --- |
| • Learn the difference between fact and  opinion | • Identify the appropriate audience for  the topics |
| • Clearly state the main idea and  supporting reasons | • Understand faulty methods of  persuasion and how they’re used in  advertising |
| • Learn how to refute an argument and  generate counterarguments | • Use an outline to organize ideas |

|  |  |
| --- | --- |
| Reasons to write Persuasive!  • Constructing an argument…  • Tell what happened to you…  • Tell about a time when…  • Share an experience about…  • Tell about a time that…  • Tell the story of…  • Defend your position that…  • State your opinion that…  • Convince someone to agree with  you that…  • Support your point of view…  • Argue for or against | Reasons to use Persuasive Writing  • To sell an idea – an improvement, a  change, or recruit help  • To sell yourself – resume,  campaign speech, letter of  application  • To sell a product – advertisements,  reviews for restaurant, movies, or  books |

Forms of Persuasive Writing – Speech, poster, business letter, analogy, advertisement,

review, newscast, travel brochure, petition, letter of application, editorial

Structure of Persuasive Writing –

*Introduction* – contains a strong opening sentence that hooks the reader. It also

mentions the problem (if there is a problem.)

*Body* – author develops their position in the body of the paper. Uses facts,

examples, and explanations to support main ideas (3 points or paragraphs)

*Conclusion* – Author offers suggestions of what should be done about the

problem. Often the author will call on readers to become involved or take

personal action. A strong ending sentence emphasizes the main point of the

piece.

*http://t4.jordan.k12.ut.us/cbl/images/writing/persuasive.pdf*

A List of Persuasive Techniques

**1) Abstraction –** the process of reducing a subject to a set of distinctive features

***Idealization*** – the process of reducing a subject to a set of *highly valued* distinctive features

***Burlesque*** - the process of reducing a subject to a set of distinctive features that are then distorted or exaggerated for purposes of humor or criticism

***Polarization*** - the process of reducing a subject to its extremities

**2) Catalog** – a list of related features

**3) Innuendo** – guilt by association/affirmation by association

**4) Periodic Development** – an organizational strategy that places the most important

element last

**5) Description** – the use of image-specific details

**6) Sarcasm** – arrogant and disdainful language

**7) Vituperation** – name-calling

**8) Rhetorical Question** – a question asked only to emphasize an obvious answer

**9) Definition** – the explanation of the meaning of a word or phrase

**10) Arenas of Language Use** – the use of forms of expressions to distinguish between

speakers

**11) Emotional Words** – the use of words that stimulate feelings

**12) Sympathy –** an appeal to emotions rather than to reason

**13) Caricature** – [applying](http://www.distancelearningassociates.com/ENGL%201301%20Exercises/A%20List%20of%20Persuasive%20Techniques.htm) generalized impressions to a class or ethnicity

**14) Voice** – the use of features of a writer’s for persuasive appeal

*http://www.distancelearningassociates.com/ENGL%201301%20Exercises/A%20List%20of%20Persuasive%20Techniques.htm*

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Persuasive Ads start with Persuasive Techniques

List TWO Persuasive Techniques you observed in each of the four commercials.

Commercial One: Commercial Two:

Mexican Italian

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Commercial Three: Commercial Four:

American Diner Japanese Sushi

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

List two criteria from all four commercials:

I noticed that all of the commercials:

Did: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Said: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Were: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Create-a-Commercial

C:\Users\Maggie\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\LJRGY39K\MC900322642[1].wmf

C:\Users\Maggie\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\LJRGY39K\MC900322642[1].wmf

Objective:

You and your group will create a 2-3 minute Commercial for an International Cuisine Restaurant! Each group member will represent one of the 4 cuisine types.

Directions:

First: Select one of the cuisines below.

Next: Select one recipe that you will describe in your commercial.

Decide: Each group member will represent a different portion of a meal

(Appetizer, Main Course (meat), Main Course (vegetarian), and Dessert.)

Last: Create a script or outline with your group members of your commercial.

You must include:

1. Name of your restaurant

2. An opening “hook” describing your restaurant (ex/ location, food types, atmosphere, etc.)

3. One recipe from each Cuisine type described in a way which sounds appetizing

4. Each group member must utilize TWO Persuasive Techniques to sell their cuisine type.

5. A final “selling point” why customers should choose *your* restaurant!

This assignment is worth 5 points. You will be graded for cooperation, participation, and completion of assignment.

Mexican Cuisine Recipes

Appetizer

Five Layer Mexican Dip Recipe

**Ingredients**

* 2 teaspoons [olive oil](http://www.foodterms.com/encyclopedia/olive-oil/index.html)
* 1 medium onion, diced
* 2 [cloves garlic](http://www.foodterms.com/encyclopedia/garlic/index.html), minced
* 1 (15.5-ounce) can [black beans](http://www.foodterms.com/encyclopedia/black-bean/index.html), preferably low-sodium, drained and rinsed
* 1 tablespoon minced chipotle pepper in [adobo](http://www.foodterms.com/encyclopedia/adobo/index.html)
* 4 tablespoons lime juice
* 1/4 teaspoon ground [cumin](http://www.foodterms.com/encyclopedia/cumin/index.html)
* 1 tablespoon water
* 1/2 teaspoon salt
* 2 cups corn kernels (10-ounce box frozen corn)
* 1/4 cup chopped [cilantro](http://www.foodterms.com/encyclopedia/cilantro/index.html) leaves
* 2 ripe [avocados](http://www.foodterms.com/encyclopedia/avocado/index.html)
* 4 medium [tomatoes](http://www.foodterms.com/encyclopedia/tomato/index.html), seeded and diced (about 2 cups)
* 1/4 cup thinly sliced scallion
* 1 tablespoon finely diced [jalapeno](http://www.foodterms.com/encyclopedia/jalapeno-chile/index.html) pepper, optional
* 3/4 cup shredded extra-sharp [Cheddar](http://www.foodterms.com/encyclopedia/cheddar/index.html)

Main Course- (Meat)

 Beef Tacos

**Ingredients**

* 1 tablespoon vegetable oil
* 3/4 cup minced onion
* 1 garlic clove, minced
* 2 teaspoons cumin
* 2 teaspoons chili powder
* 1 1/2 pounds lean ground beef
* 2 tablespoons tomato paste
* 1/2 teaspoon salt
* 1/4 teaspoon black pepper
* 12 flour tortillas

Main Course (Vegetarian)

 Roasted Corn Quesadillas

## Ingredients

* 1/4 cup chipotle peppers in [adobo sauce](http://www.foodterms.com/encyclopedia/adobo-sauce/index.html), minced
* 1/2 lime, juiced
* 1 cup sour cream
* 3 ears white corn on the cob
* 2 tablespoons [olive oil](http://www.foodterms.com/encyclopedia/olive-oil/index.html)
* 1 [jalapeno](http://www.foodterms.com/encyclopedia/jalapeno-chile/index.html), seeded and minced
* 1/4 red onion, diced
* 1/2 cup black beans
* 2 Roma tomatoes, diced
* 2 tablespoons diced roasted [red bell peppers](http://www.foodterms.com/encyclopedia/red-bell-pepper/index.html)
* 1/2 teaspoon [sea salt](http://www.foodterms.com/encyclopedia/sea-salt/index.html)
* 1/2 teaspoon freshly ground black pepper
* 1/2 teaspoon ground cumin
* 6 tablespoons freshly chopped cilantro leaves, divided
* 6 ounces [Jack cheese](http://www.foodterms.com/encyclopedia/jack-cheese/index.html), shredded
* 6 ounces Cheddar, shredded
* 8 medium [flour tortillas](http://www.foodterms.com/encyclopedia/tortilla/index.html)
* 5 tablespoons, sliced [scallions](http://www.foodterms.com/encyclopedia/scallion/index.html)

Dessert-

 Mexican Rice Pudding ("Arroz Con Leche") Recipe

**Ingredients**

* 7 cups water
* 1 cup long-grain white rice
* 1 (4-inch) cinnamon stick
* 1 (12-ounce) can evaporated milk
* 1 (14-ounce) can condensed milk
* 1 cup whole milk
* 3/4 cup golden raisins

Italian Cuisine Recipes

Appetizer:

 Italian Wedding Soup

## Ingredients

### Meatballs:

* 1 small onion, grated
* 1/3 cup chopped fresh [Italian parsley](http://www.foodterms.com/encyclopedia/italian-parsley/index.html)
* 1 large egg
* 1 teaspoon minced [garlic](http://www.foodterms.com/encyclopedia/garlic/index.html)
* 1 teaspoon salt
* 1 slice fresh white bread, [crust](http://www.foodterms.com/encyclopedia/crust/index.html) trimmed, bread torn into small pieces
* 1/2 cup grated Parmesan
* 8 ounces [ground beef](http://www.foodterms.com/encyclopedia/beef/index.html)
* 8 ounces ground pork
* Freshly ground black pepper

### Soup:

* 12 cups low-sodium [chicken broth](http://www.foodterms.com/encyclopedia/broth/index.html)
* 1 pound curly endive, coarsely chopped (1 pound of [escarole](http://www.foodterms.com/encyclopedia/escarole/index.html) would be a good substitution)
* 2 large eggs
* 2 tablespoon freshly grated Parmesan, plus extra for [garnish](http://www.foodterms.com/encyclopedia/garnish/index.html)
* Salt and freshly ground black pepper

Main Course (meat):

 Italian Sausage Lasagna

Ingredients

* 12 lasagna noodles, uncooked
* 2 Tbsp. olive oil
* 1 16oz pkg Johnsonville® Italian Ground Sausage
* 1 med onion
* 2 cloves garlic, chopped
* 1 24oz jar marinara sauce
* 4 cups ricotta cheese
* 1 large egg
* 1/2 cup grated parmesan cheese
* 2 cups fresh spinach, lightly packed and chopped
* 2 cups shredded mozzarella cheese
* 1 tsp dried oregano

Main Course (vegetarian):

Grilled Veggie Pizza Recipe

Ingredients

* 1/2 frozen store-bought pizza dough, defrosted
* 3 tablespoons extra-virgin olive oil, plus extra for grilling
* 6 ounces fresh mozzarella cheese, thinly sliced
* 1 cup cherry tomatoes, cut crosswise
* 1 large red onion, thinly sliced
* 3 cloves garlic, finely chopped
* 1/2 cup pitted black olives (recommended: kalamata)
* 2 tablespoons capers, drained
* 1 bunch arugula
* Salt and freshly ground black pepper

Dessert:

Lime Italian Ice Recipe

## Ingredients

* 3 cups water
* 1 1/2 cups sugar
* 1/2 cup lime juice

American Cuisine Recipes

Appetizer:

 Chicken Tenders with Honey Mustard Sauce

Ingredients

* Peanut oil, for frying
* 2 pounds boneless, skinless chicken breasts
* 3 eggs
* 1 cup all-purpose flour
* 2 cups panko bread crumbs
* 1 teaspoon garlic powder
* 1 teaspoon lemon-pepper
* 1/2 teaspoon cayenne
* 1/2 teaspoon salt
* 1/2 teaspoon pepper
* Honey Mustard, recipe follows

Main Course (meat):

Philly Burger Recipe

Ingredients

* 6 ounces of 80 percent lean [ground beef](http://www.foodterms.com/encyclopedia/beef/index.html) **chuck**
* [canola oil](http://www.foodterms.com/encyclopedia/canola-oil/index.html)
* **salt** and **pepper**
* Two slices of aged [provolone](http://www.foodterms.com/encyclopedia/provolone/index.html)
* **Hot Peppers**
* **Roasted Red Peppers**
* **One Small Yellow Onion**

Main Course (vegetarian):

Grilled Cheese Sandwiches

## Ingredients

* 2 teaspoons [canola oil](http://www.foodterms.com/encyclopedia/canola-oil/index.html)
* 1 large red onion, finely diced
* Salt
* Freshly ground black pepper
* 3 ounces sharp Cheddar, thinly sliced, divided
* 8 slices whole-wheat bread
* 3 ounces pepper [Jack cheese](http://www.foodterms.com/encyclopedia/jack-cheese/index.html), thinly sliced, divided
* 1 large or 2 medium beefsteak or hothouse [tomatoes](http://www.foodterms.com/encyclopedia/tomato/index.html), sliced
* [Cooking spray](http://www.foodterms.com/encyclopedia/cooking-spray/index.html)

Dessert

Banana Split

## Ingredients

* 2 bananas, halved lengthwise
* 1/2 pint vanilla ice cream
* 1 pint [blackberries](http://www.foodterms.com/encyclopedia/blackberry/index.html), picked over and washed
* 1 pint [raspberries](http://www.foodterms.com/encyclopedia/raspberry/index.html), picked over and washed
* Chocolate sauce, store bought or home made
* 1 cup peanuts

Japanese Cuisine Recipes

Appetizer

Emeril's Favorite Miso Soup

## Ingredients

* 3 large dried black kikurage ([wood ear](http://www.foodterms.com/encyclopedia/wood-ear/index.html) mushrooms)
* Cooked lobster meat from 1 (1-pound) [lobster](http://www.foodterms.com/encyclopedia/lobster/index.html), in bite size pieces (shell and body reserved)
* 2 teaspoons soy sauce
* 4 tablespoons saikyo (sweet white [miso](http://www.foodterms.com/encyclopedia/miso/index.html))
* 1 tablespoon akamiso (brown miso)
* 3 tablespoons finely sliced [scallions](http://www.foodterms.com/encyclopedia/scallion/index.html)

Main Course (meat)

Hibachi Steak Recipe

## Ingredients

* 2 tablespoons canola oil
* 1 large carrot, thinly sliced
* 1 zucchini, thinly sliced
* 1 medium onion, thinly sliced
* 1 (8-ounce) package sliced mushrooms
* 1 1/2 pounds top round steak
* 1 pound egg roll wrappers
* 1/2 cup reduced sodium soy sauce
* 2 tablespoons cider vinegar
* 2 teaspoons chopped garlic
* 1 teaspoon cornstarch
* 2 tablespoons butter

Main Course (vegetarian)

Vegetable Sushi

## Ingredients

### For the rice:

* 3 cups short-grain Japanese rice, rinsed
* 1/3 cup [rice vinegar](http://www.foodterms.com/encyclopedia/rice-vinegar/index.html)
* 3 tablespoons sugar
* Salt

### For the rolls:

* 10 nori sheets (dried [seaweed](http://www.foodterms.com/encyclopedia/seaweed/index.html)), halved
* Sesame seeds, for sprinkling
* 1 cucumber
* 1 [avocado](http://www.foodterms.com/encyclopedia/avocado/index.html)
* 1 [plum tomato](http://www.foodterms.com/encyclopedia/plum-tomato/index.html), seeded
* 1 small red onion
* 20 [asparagus](http://www.foodterms.com/encyclopedia/asparagus/index.html) spears, trimmed and blanched
* Wasabi paste, for spreading and serving
* 1 [romaine lettuce](http://www.foodterms.com/encyclopedia/romaine-lettuce/index.html) heart
* Pickled ginger, for serving

Dessert

Crispy Warm Sesame Mochi

## Ingredients

### Mochi balls:

* 21 ounces glutinous [rice flour](http://www.foodterms.com/encyclopedia/rice-flour/index.html)
* 2.6 ounces [wheat](http://www.foodterms.com/encyclopedia/wheat/index.html) starch
* 2/3 cup sugar
* 3 tablespoons softened [butter](http://www.foodterms.com/encyclopedia/butter/index.html)
* Pinch salt
* 3 cups boiling water
* White sesame seeds, for coating

Create-a-Commercial Script/Outline

Group Members (list all): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Restaurant Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Opening Hook:

(What makes it special?)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Cuisine One** played by (group member) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**APPETIZER**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Descriptive Words for Menu item: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Techniques used:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cuisine Two** played by (group member) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**MAIN COURSE (meat):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Descriptive Words for item: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Techniques used:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cuisine Three** played by (group member) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**MAIN COURSE (vegetarian**): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Descriptive Words for item: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Techniques used:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cuisine Four** played by (group member) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Dessert:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Descriptive Words for Menu item: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Techniques used:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Closing “Hook”** (why should customers choose *your* restaurant?)

Remember to re-state your Restaurant’s name at the end. You can also provide an address or directions to the location, hours of operation, and specials, etc.

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Create-a-Commercial Script/Outline MODEL

Group Members (list all): \_\_\_\_\_Theresa, Jason, Phoebe, Oscar \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Restaurant Name: \_\_\_\_\_Around the World\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Opening Hook:

(What makes it special?)

\_\_\_\_Around the World is a new restaurant located in the heart of Columbia, South Carolina.

It offers delicious cuisine from around the world, without leaving the comfort of your

hometown.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cuisine One** played by (group member) \_\_\_Mexican – Theresa\_\_\_\_\_\_.

**APPETIZER**: \_\_\_\_5-Layer Dip\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Words for Menu item: \_\_\_\_\_\_\_\_Say Ole! with this tasty five layer dip straight from\_ the heart of Mexico. Tangy guacamole, smooth sour cream, fresh tomatoes and spicy black\_\_\_\_ beans accentuate this authentic appetizer. Share with friends, or save it for yourself, you’ll feel\_ like you’re already on vacation with this taste of Mexico.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Techniques used:

1. \_\_\_\_\_\_Description\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_Emotional Words\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cuisine Two** played by (group member) \_\_\_Italian-Jason\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**MAIN COURSE (meat):** \_\_\_\_Italian Sausage Lasagna\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Words for item: Nothing says Italy like rich lasagna. See what you’ve been missing at Olive Garden and Pizza Hut with our Lasagna. Mamma-Mia makes it herself. Isn’t that right\_\_\_\_\_ Mamma? “That’s-a-right Tony. I work all day, and all night, to serve my homemade lasagna. Come and taste it for yourself. It don’t-a get no better than this!”\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Techniques used:

1. \_\_\_\_\_\_\_Vituperation\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_Caricature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cuisine Three** played by (group member) \_\_\_American - Phoebe\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**MAIN COURSE (vegetarian**): \_\_\_\_\_\_\_\_\_\_Grilled Cheese\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Words for item: Have a little one or just a big kid at heart yourself? Get the comfort of home with the rich taste of our gourmet Grilled Cheese. Made with six different cheeses, it’s Ooey, Gooey, Cheesy Goodness is sure to leave your taste buds happy. Plus, it’s 100%\_\_\_\_\_\_\_\_\_\_\_ vegetarian, 100% cage-free eggs, 100% farm-fresh cheese, and 100% organic.\_\_\_\_\_\_\_\_\_\_\_\_\_

Techniques used:

1. \_\_\_\_\_\_\_\_Periodic Development \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_Catalog\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cuisine Four** played by (group member) \_\_\_\_\_Japanese-Oscar\_\_\_\_\_\_.

**Dessert:** \_\_\_\_\_\_\_\_\_Mochi\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Words for Menu item: Is flying to Japan not feasible on a Thursday night? Come to Around the World for true Japanese cuisine. After a delicious meal, try something new, with Mochi-an\_\_\_\_ authentic Japanese dessert made with warm rice, sesame, caramel and sugar.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Techniques used:

1. \_\_\_\_\_\_\_\_\_Rhetorical Question\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_Definition\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Closing “Hook”** (why should customers choose *your* restaurant?)

Remember to re-state your Restaurant’s name at the end. You can also provide an address or directions to the location, hours of operation, and specials, etc.

\_\_\_\_\_At Around the World, the whole world is at your fingertips. Located in the Vista next to\_\_ Blue, come try our Friday Night specials, like Buy One Get One free Appetizers after 9 pm.\_\_\_\_ Come visit us, for true international cuisine…without the plane ticket\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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